Proud to Care
CORNWALL

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Background

- Previous Council efforts to increase recruitment and retention have had very limited success.
- Employee terms and conditions are not sufficiently competitive and other issues include lone working, travel and the nature/status of care work.
- Experienced care workers often recruited into NHS on better terms and conditions or leave altogether leading to continuous churn.
- Reflects need for an integrated approach between social care and health – development of career pathways and investment into the whole workforce.
## Previous applicant feedback

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
<td>Care doesn’t appeal to me</td>
</tr>
<tr>
<td>19%</td>
<td>Salary too low</td>
</tr>
<tr>
<td>17%</td>
<td>Other</td>
</tr>
<tr>
<td>16%</td>
<td>Hours of work</td>
</tr>
<tr>
<td>48%</td>
<td>If job paid above minimum wage</td>
</tr>
<tr>
<td>41%</td>
<td>If job offered a minimum number of hours and were flexible</td>
</tr>
<tr>
<td>34%</td>
<td>If I could walk between calls</td>
</tr>
<tr>
<td>30%</td>
<td>Pre employment training course</td>
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<tr>
<td>28%</td>
<td>If transport was provided between calls</td>
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</tbody>
</table>
Other Factors (Commissioning and Pay)

- Impact of financial challenges on NHS and Local Government budgets
- Low levels of unemployment in Cornwall make it harder to recruit to lower paying sectors
- Increased growth in competing sectors in Cornwall, such as large retail outlets and tourism (e.g. staycations on the increase)
- Negative perception of working care sector needs to be changed
What is the campaign and what is it designed to do?

What is Proud to care?
• Regional recruitment campaign to provide coordinated approach to recruiting in care

What is the purpose of the Programme?
• Encourage positive thinking and reaction to care
• Improve cultural willingness to engage in caring roles and attract people with the right values
• Attract more candidates into the sector
• Devon experience resulted in increased recruitment and retention figures
• Contribute to Shaping our Futures (Cornwall’s STP)
Proud to Care Programme

• 16 Councils in South West Region signed up together with Health Education England
• Pooled resources to form Proud to Care South West
• Regional recruitment campaign, with overarching website linking to local initiatives and local job portal ‘Proud to Care South West’; website live from 20 July, webpage [www.proudtocaresw.org.uk](http://www.proudtocaresw.org.uk)
• [https://partners.devon.gov.uk/proudtocaresw/](https://partners.devon.gov.uk/proudtocaresw/)
• Built around 3 case studies (including one from Cornwall)
• Regional website will direct to Cornwall Council jobs portal which links to provider information initially.
• Phased approach working with providers to develop local portal for advertising jobs in care.
Campaign Overview

• Campaign launch Monday 17 July with a press release supported by local activity
• Regional Media campaign; including Fish 4 Jobs, local press advertorial, SoundCloud (information sharing platform), Sky TV advertising, Google PPC (sponsored advertising) and social media – Facebook, and Twitter #Proudtocare
• Continued media campaign through to November 2017 both in Cornwall & across SW
What’s happening locally....

• Communicating regularly with region on campaign and branding for South West campaign

• Currently revamping our own CC webpages to create landing page and links to providers – so far 100 providers have signed up for inclusion

• Contact Natalie Thompson for inclusion nthompson@cornwall.gov.uk

• Next phase is to source a central jobs portal for vacancies – will work with you to develop

• Link with Skills for Care to identify potential ‘Proud to Care’ ambassadors (previously Icare ambassadors) and coordinate support

• Promotion within SoF and health employers
Measures of Success

• Analytical data (e.g. hits to webpages) will be evaluated both locally and regionally
• Formal evaluation will be commissioned as part of project
• Longer-term improvements to the National Minimum Data Set for Social Care figures on turnover and vacancy rates
• Local feedback from providers
How can you support the programme?

• Sign up to the “thunderclap” before 20 July to support webpages [http://thndr.me/405Fin](http://thndr.me/405Fin)
• Promote campaign within sector
• Keep up to date with the campaign – follow Cornwall Council or Cornwall Council Jobs and Careers on Facebook and twitter. Use the #Proudtocare
• Facebook [http://www.facebook.com/ProudtoCareSW](http://www.facebook.com/ProudtoCareSW)
• Encourage care workers to describe the work they do and promote working in care sector (to include in media and website)
• Promote Proud to Care Ambassador campaign and support workers to sign up